

**ROUs: 1110 / 1210 / 1310/ 1710 /
1000 (J. Piscitelli)**

**Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet**

<u>Sales</u>	<u>Retail</u>
1221 _____	1222 _____
1222 _____	1223 _____
1223 _____	1226 _____
1224 _____	1229 _____
1225 _____	ROM _____
1226 _____	PC SC
1229 _____	MC PA
1240 <u>AE</u> _____	
1244 _____	RSM RBM

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RJ REYNOLDS

TOBACCO COMPANY

March 10, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

S. R. MacLEOD
Region Operations Mgr

160 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3146

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear Paul:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below) to cover distribution of this promotion. **825** SKUs of 4-carton Displays (Item #526424 @ 1/SKU) will be shipped to Consolidated Industries to pack this promotion. **(Note: Attached BP Oil Prebook indicating additional regular product to be shipped into all BP locations indicated)**

#/ (6M) Cases

<u>B1G1F</u>	<u>DORAL STYLE</u>	<u>UPC Code</u>
«STYLE1»	Full Flavor Box 100	12300-23993
«STYLE1»	Light Box 100	12300-23994

Product PO Numbers:

<u>PO Number</u>	<u>#/Cases Each</u>	<u>State</u>	<u>EFT \$ Amount</u>
	<u>Style</u>		
ER1143-01	38	NY	\$3,694.88
ER1144-01	16	PA	2,755.74
ER1145-01	1	OH	193.22
<u>TOTAL EFT \$ Amount:</u>			<u>\$6,643.84</u>

Product Arrival:

March 31, 1997

Sleeves Arrival (Consolidated):

April 3, 1997

Ship Date to Retail:

Week of April 21, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

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-2-
B1G1F
McLANE NE

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 pre-sleeved B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

**SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$385.00 (27.5 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-MCCAMM.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

DORAL BOX B1G1F / PROMOTION #700447

RETAIL DISTRIBUTION DATE: 4/21/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	156	See List	232								134		98		
BP OIL	45	1	45										45		
COOKS CONV	8	2	16								16				
CONV EXPRESS	5	2	10								10				
COUNTRY FAIR	70	1	70								5	7	58		
DAIRY MART	28	1	28										28		
EXPRESS MART	40	2	80								80				
J MART	8	2	16								16				
KRAUSZERS	0	1	0												
MOHAWK OIL	5	2	10								10				
RED BARREL	23	2	46								46				
7/11 - HANDEE MART	20	1	20				1					8	11		
SUGARCREEK	93	2	186								186				
SUNOCO	7	See List	0												
SUNRISE FOODS	20	2	40								40				
INDEPENDENTS & SMALL CHAINS	12	2	24								22		2		
TOTALS	540		823	0	0	0	1	0	0	0	565	15	242	0	0